





CORPORATE FINANCE

# Deal Announcement

ADVISORY

KPMG Corporate Finance advised Thermo Media, LLC on its sale to TMC Acquisition Corp., a wholly owned subsidiary of Experian Holding Corp.



Thermo Media, LLC, doing business as  
**Affiliate Fuel**

**KPMG Corporate Finance**  
acted as financial adviser to  
Thermo Media, LLC on its sale  
to TMC Acquisition Corp.,  
a wholly owned subsidiary  
of Experian Holding Corp.

**Value not disclosed**  
**April 2005**

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## The Company

Thermo Media, LLC, doing business as Affiliate Fuel, is a cutting-edge, targeted advertising network for Internet-based advertising campaigns. Affiliate Fuel offers performance-based advertising and related services primarily through an online network that includes approximately 2,000 Web site publishers. It provides measurable results to advertising and marketing clients using its network of Web sites, proprietary tracking and technology, and creative marketing solutions.

## The Situation

The owners were seeking liquidity at a valuation that reflected Affiliate Fuel's significant growth and profitability, as well as a relationship with a strategic partner that could further expand the company's presence in the rapidly growing online advertising sector.

## The Transaction

KPMG Corporate Finance conducted a competitive process to identify the partner that offered the greatest combination of value and strategic fit. KPMG Corporate Finance successfully leveraged its deep understanding of the industry, experience with middle market transactions, and extensive relationships with strategic buyers and private equity firms to find the most appropriate counterparty and complete a transaction that achieved the owners' objectives.

*"KPMG Corporate Finance did a tremendous job. We are really pleased with the results and the transaction would not have gotten completed without them. We would not hesitate to recommend KPMG Corporate Finance to other business owners."*

— Matt Simpson, Managing Partner  
Thermo Media, LLC

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*KPMG Corporate Finance: Objectivity. Insight. Experience.*

## Contact Us

### **Peter Wilson**

Director  
Baltimore  
410-949-8512  
pwilson@kpmg.com

### **Nick Desai**

Vice President  
Los Angeles  
213-955-8751  
nickdesai@kpmg.com

### **Amal Lahoud**

Vice President  
Los Angeles  
213-955-8604  
alahoud@kpmg.com

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***We welcome the opportunity to meet you, learn more about your company's objectives, and discuss our people and capabilities.***

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